



# Retail E-Commerce in Finland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for e-commerce in 2024 after poor performance in 2023  
Verkkokauppa.com remains in the lead but faces stronger competition from domestic grocery giants  
E-commerce from China grows amid criticism

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Further growth expected for e-commerce in the years ahead  
Faster deliveries will be in focus  
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Retail in Finland - Industry Overview

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Still room for growth in e-commerce  
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